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News and Views

from the Farm Management Staff

UNITED STATES DEPARTMENT OF AGRICULTURE
FEDERAL EXTENSION SERVICE
Division of Agricultural Economics Programs
Washington 25, D. C.

U. S. DEPARTMENT OF AGRICULTURE

May 26, 1960

Dear Farm Management Extension Workers:

We started off 1960 promptly with our first issue of the year on January 6. Our intentions were to make these visits with you, through News and Views, a little more often. But here we are in the merry month of May and this is only the second issue. All we can say is that there has been a lot to do, and it was easy to postpone our preparation of News and Views.

Census Release Dates

You have already received a copy of the announcement of the Bureau of the Census on publications to be prepared and approximate dates of release. These announcements cover the Publication Program for the 1958 Census of Business, Census of Manufactures, and Census of Mineral Industries; the Tentative Publication Program for the 1959 Census of Agriculture; and the Tentative Publication Program for the 1960 Census of Population, and Census of Housing.

The first releases on the agricultural census will be the preliminary county reports, which should reach you as soon as available between now and the end of the year. Some are already out.

Township data will be made available again on a purchase basis for those who desire it. These local areas will be in accordance with census enumeration, which in some States is by minor civil divisions or groups of divisions and in some States by special census enumeration districts. Such data cannot be tabulated until the regular county and State reports are completed, but requests can be placed at any time. We understand that estimates of costs will not be given at this time, and will vary with the number of items desired, and the number of requests received for the same data.

Special Articles in ARS Publications

We would like to call your attention to the policy of ARS to devote a part of their regular situation reports to special articles based on recent research findings. The two key publications carrying such articles are:

- The Farm Cost Situation (twice a year).
- Current Developments in the Farm Real Estate Market (three times a year).

AEF-66 (May 1960)

Copies of the May issue of these two publications are being enclosed and the Farm Cost Situation carries several special articles.

In recent issues there have been articles on (1) Returns to Productive Capital in Agriculture by W. H. Scofield, (2) Tax Aspects of Transferring Ownership of Farm Real Estate by Scofield, Stocker and Holm, (3) Crop Technology and Farm Costs by D. B. Ibach, (4) Investment Costs and Efficiency of One-Man Dairy Systems by M. M. Lindsey, and (5) Depreciation as a Cost of Farm Machinery by M. S. Parsons.

Mailing lists are kept for these two situation reports and for the check list of new publications which comes out every two months. All that is necessary to receive them regularly is to write to the Farm Economics Research Division of ARS, ask to be placed on their mailing list, and then return the card that is sent out later for the purpose of keeping the list up to date.

Active Interest in Farm Corporations

Farmers are asking many questions about the corporation as a way to handle their farming operation. This has led extension economists in nearly every State to prepare bulletins or news articles giving the main advantages and disadvantages of the corporate form of organization in farming. Recent changes in corporation and tax laws stimulated this activity.

In 1959, George Campbell, Arizona, made a survey for the Western Farm Management Extension Committee to learn what publications about incorporating the farm had been prepared and what was planned. Items on his list include New York Extension Bulletin 1016, Incorporation of the Farm Business, by R. S. Smith, and Illinois Extension Circular 797, Corporations in the Farm Business, by Krausz and Mann. Iowa Bulletin P125, Planning Farm Property Transfers, and the article in July 1959 issue of Iowa Farm Science, Incorporate the Family Farm, are recommended references. This article is presented on page 12 in the January 1960 issue of Better Farming Methods magazine. Other articles having wide distribution are New Tax Rules You Should Know About, Successful Farming issue of January 1959; also Should You Incorporate the Family Farm, in Nation's Agriculture (Farm Bureau) July 1959.

North Central Farm Management Extension Committee has recommended for printing a bulletin The Farm Corporation prepared especially as a reference for extension agents and others helping farmers considering incorporation. This bulletin says, "The advantages and disadvantages of incorporating the farm business depend to a great extent upon the size and nature of the enterprise and the objectives of the owners. An advantage of the corporation to one farmer may be a disadvantage to another."

A Need for Visuals in Farm Management

The Western Farm Management Extension Committee is interested in visuals for training county agents and farm operators in farm management. At their last meeting they had Don Schild, Visual Aid Specialist in California, discuss principles and techniques of visual aids. The western group's Subcommittee on Farm Management Training is on the lookout for examples of good farm management visuals and ideas for visuals. Bob Frary, Farm Management Economist, Agricultural Extension Service, University of Wyoming, Laramie, Wyoming, is chairman of the subcommittee. He had corresponded with some State men and he is anxious to hear from others who have had success in using visual aids in farm management training.

About People You Know

D. G. Harwood, Jr., economist assigned to the rural development program in North Carolina, has resigned effective May 31, 1960. He plans to become a full-time farmer in North Carolina and put his farm management training to the real test.

J. Carroll Bottum, Indiana. All will be pleased to hear that Carroll received a Superior Service Award at the U.S.D.A. Honor Awards Ceremony in Washington, D. C., on May 17. The award, presented by Secretary of Agriculture Ezra T. Benson, was "for initiating educational programs resulting in major improvements in agriculture through application of economic information and understanding in farm, community, and national affairs."

Kansas, in continuing to fulfill its plans to expand its farm management staff with 11 new positions, has announced the appointments of Frank L. Overley, Jay L. Treat, and Kenneth L. McReynolds to district extension specialists in farm management. Frank was previously a farm management specialist in Connecticut.

Rex D. Helfinstine has recently been appointed Extension Economist in South Dakota.

Worth Reading

A couple good articles on management activities at the local level have appeared recently in professional magazines. They are worth looking up and reading if you have not already seen them.

In the April 1960 issue of Better Farming Methods under the title of "Wonder School of Pepin County," Tom Parker, County Agent, Wisconsin, tells about the 15 years in which his whole program has centered around the schools in farm management -- an approach which he started in 1945.

In the May 1960 issue of County Agent and Vo-Ag Teacher, under the title of "Farm Business -- Management Workshop," is an excellent explanation by Gene M. Love, Pennsylvania, as to why more emphasis must be placed on management in the vo-ag curriculum.

Si Weeks of New Hampshire said, "... I find I seldom think of myself as a teacher ...", and added that he was concerned about this feeling. His remarks to the Northeast Farm Management Extension Committee are thoughtful and constructive. That is why we have reproduced his statement and enclosed a copy for you to read.

We found a news release from the Arkansas Extension Service about a young farmer who invested \$750 to provide himself with an office. It isn't so unusual any more for a farmer to have an office, but we thought the news release about it made sense. It looks like a good piece of extension teaching about farm management via the newspapers. We have reproduced and enclosed it.

Challenges to Farm Management Extension in Area of Problem Solving

A management consultant to industry discussed the topic of "Problem Solving in Industry" with the North Central Regional Farm Management Extension Committee in April. Mr. Charles J. Aschauer of McKinsey and Company outlined the problem solving approach used by his organization in dealing with the problems of their clients.

On the basis of their experience he feels that Farm Management Extension faces the following four challenges in assisting farm people to solve problems:

1. Measuring timing in advising clients, when a client is ready to be advised.
2. Making the client face up to the real problem.
3. Dealing with family management -- tough to deal with when there is no Board of Directors.
4. Facing up to the magnitude of the job of persuasion.

It must be recognized that Mr. Aschauer works in a service capacity as contrasted to the educational objective of Extension. However, he may have furnished us some food for thought on what some of the rough spots may be in doing an effective teaching job in farm management through helping solve problems.

Sincerely yours,

Buel Lanpher

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Enclosures